

FLORIDA

The March of Progress



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STATE OF FLORIDA DEPARTMENT OF AGRICULTURE
BUREAU OF IMMIGRATION
TALLAHASSEE, FLORIDA



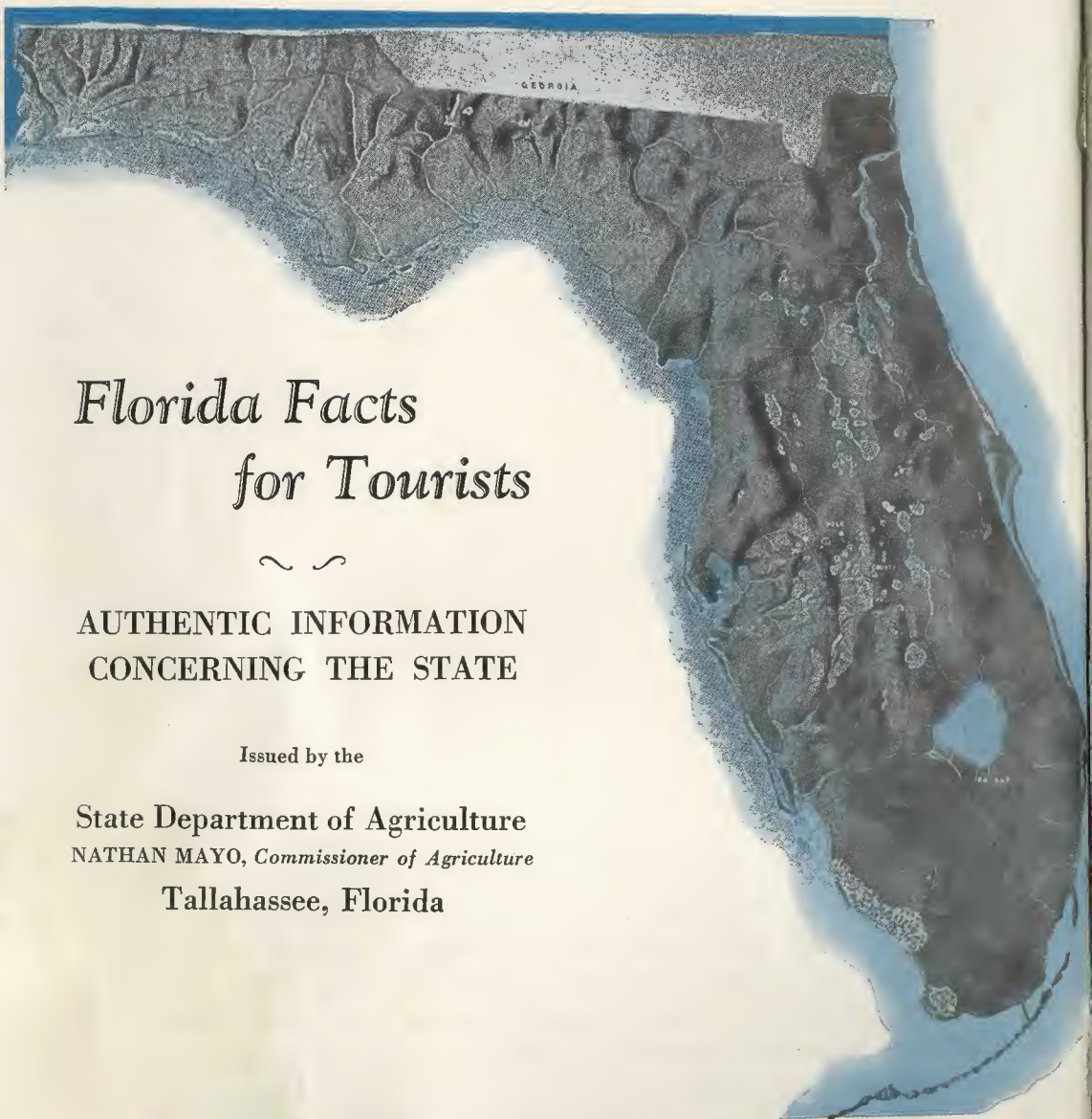
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Florida Facts for Tourists

AUTHENTIC INFORMATION CONCERNING THE STATE

Issued by the

State Department of Agriculture
NATHAN MAYO, *Commissioner of Agriculture*
Tallahassee, Florida





WAVING COCOANUT PALMS LINE THE BEACH AT MIAMI

Motoring in Florida

By NATHAN MAYO, *Commissioner of Agriculture*

FLORIDA offers perfect motoring throughout the year. No ice coated roads, no frozen radiators, no blizzards to mar the pleasures of travel. In the summer no suffocating heat but balmy breezes beneath a smiling sky.

Over eight thousand miles of hard-surfaced highways invite motorists to any point in the state; no mud, no dust, no sharp rocks to destroy tires, no mountains to climb in low gear or in second, but smooth surfaces leading through hills and forests, over prairies and through tropical jungles, along splendid shorelines, across fine bridges, past cultivated farms, orchards and gardens, along beaches where the white flecked waves of the deep blue ocean break on sands of golden hue or silver sheen — Florida presents every variety of pleasant landscape except rugged snow-capped mountain peaks.

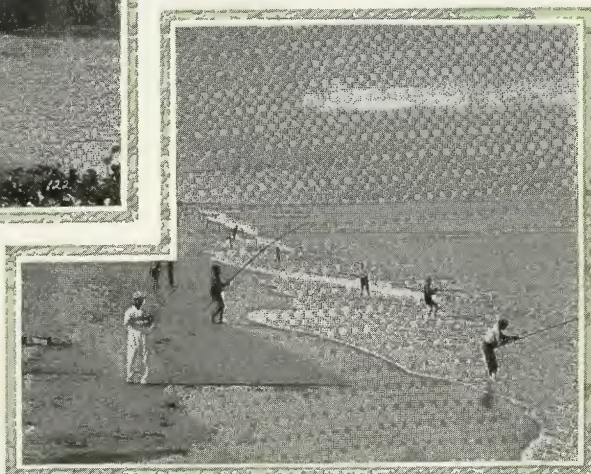
Historic places abound. There is St. Augustine, the oldest permanent white settlement in North America. Near Jacksonville is the site of the earlier settlement by French Huguenots. New Smyrna has its ruins of the Turnbull colony of Greeks and Minorcans. Near Bushnell is the



ST. JOHNS RIVER AT
DELAND



SURF FISHING AT
LAKE WORTH



BEACH SPEEDWAY AT ST. AUGUSTINE

scene of the Dade Massacre, while at Olustee, the Natural Bridge, and Marianna are battle fields of the war between the states. The historic city of Tallahassee is the only southern capital east of the Mississippi that was never captured. At Pensacola are the old Spanish forts.

Of great interest to the tourists is the oversea route along the keys, the railroad extending 125 miles into the sea below Miami. There is the proposed Royal Palm Park containing three million acres; the Bok Tower; the Gandy Bridge, longest bridge in the world, and many other points which are described in this book.

Whether you come to farm, fish or frolic, manufacture or merchandise, study, teach, hunt or loaf — do any or all of these things or do nothing but live on your income—Florida invites you.



SUN-BATHERS AT CLEARWATER BEACH



VIEW OF PALM BEACH AND LAKE WORTH FROM WEST PALM BEACH



BOK TOWER AT MOUNTAIN LAKE

Florida Journeys

IN this book we offer to the prospective visitor a glimpse of Florida and what she has to offer you. Journeying in Florida gives the greatest possible return for time and money spent and will prove to be a pleasant and profitable experience. Marvelous climate throughout the

year, together with delightful scenery make such a visit a source of lasting pleasure. Many who come remain as residents, and all those who come once desire to return and partake of these enjoyments.

It is impossible to do full justice to the subject, just as it is impossible, within the scope of these few pages, to furnish every detail of information. We can only outline the advantages of our state from the tourist point of view. Detailed information may be obtained from the Chamber of Commerce in any community mentioned in this book. Hotel rates and other expenses are very moderate. Tourist camps are to be found in practically every community. Bus lines, railways and steamship lines are available to every part of the state.

In the back of this book you will find a historical map which will serve to guide you to the points of interest over the state. It will show you roads to travel and places to visit, and its historical data will be informative to the student.

For the purposes of this book we shall divide the state into four sections, the east coast section, central section, west coast section and northwest section, taking them up in the order named.

First we give a brief general historical outline.



FOUNTAIN OF YOUTH AT ST. AUGUSTINE

History

FLORIDA has a background of more than four centuries of colorful history since the coming of the white man. Indian races, extending into the dim shadows of the forgotten past, roamed its hills and shores. Explorers and settlers from Spain, France and England have left their imprint. Some of the most interesting incidents in the history of the American nation have to do with the old and the new land of Florida. Over its soil a prehistoric people roamed, then the Indian. The first flag waved was the royal banner of Spain; next the lily spangled flag of the Kingdom of France; then the British Union Jack, the Stars and Stripes; the Stars and Bars of the Southern Confederacy, and again Stars and Stripes of our own United States.

Traces of occupation by all of these people come vividly before us as we tour the state. The ruins and monuments of the early colonists; Indian settlements; battle fields; these mingle with modern structures and engineering feats. The past and the present combine to interest all observers.

The white man's first recorded contact with this land was on March 27th, 1513, when Ponce de Leon sighted the shore near what is now St. Augustine. His later attempts at settlement failed. Navarez in 1528 and DeSoto in 1539 led exploring expeditions through Florida. The only worthwhile result of these expeditions was the introduction of the orange, which they brought from Spain.

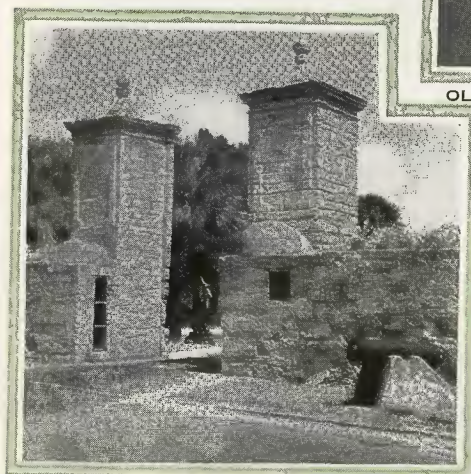
In 1562 Jean Ribault, a Frenchman, visited this land and made a



OLD FORT MATANZAS, NEAR
ST. AUGUSTINE



OLDEST SCHOOLHOUSE IN U. S., ST. AUGUSTINE



OLD CITY GATES, ST. AUGUSTINE



OLDEST HOUSE IN U. S., ST. AUGUSTINE



OLD SPANISH FORT SAN CARLOS AT PENSACOLA

glowing report of what he saw. In 1564 French Huguenots under the leadership of Rene de Laudonniere established a colony named Fort Caroline near the mouth of the St. Johns River.

A Spanish settlement under Pedro Menendez de Aviles was established at St. Augustine in 1565. This settlement has had an unbroken history to the present day. Menendez's first task was the destruction of the French Fort Caroline, with the slaughter of its defenders. A French fleet under Ribault was wrecked on the coast and its survivors were captured and slaughtered by Menendez's soldiers. This ended the first period of French contact with Florida, although an avenging expedition in 1568 destroyed the Spanish garrison which Menendez had established on the site of Fort Caroline.

The stone ruins of Missions are to be found in many places today, missions established among the Indians by Spanish priests. The Spanish also established a settlement at Pensacola. Many of these early buildings and forts still stand at Pensacola and St. Augustine, and will be more fully described in the paragraphs devoted to these towns.

In 1763 Florida was ceded to England and remained loyal to that country during the Revolutionary War. Up to 1784, when Florida was ceded back to Spain, the English established many fine plantations in Florida and more than fifteen thousand English families left Florida when their flag ceased to fly over its territory.

Spain sold Florida to the United States in 1821 for \$5,000,000. Florida was one of the eleven seceding states in 1861 and her citizens played a prominent part in the war.

In recent years thousands have come from other states to make their homes. Other thousands come for an annual visit in the salubrious climate. Henry M. Flagler on the east coast and William B. Plant on the west coast were far-seeing capitalists who had much to do with the modern development of the state.

As the meeting point of Anglo-Saxon America with Latin-America Florida, with its beautiful setting and matchless climate, will play a most important part in the days that are to come.



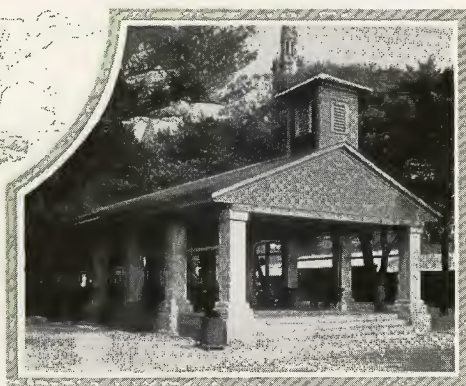
WATCHTOWER ON OLD FORT SAN MARCO
AT ST. AUGUSTINE



RUINS OF SPANISH MISSION NEAR NEW SMYRNA



OLD SPANISH GOVERNOR'S
MANSION AT ST. AUGUSTINE



OLD SLAVE MARKET,
ST. AUGUSTINE



ZERO MILESTONE OF OLD SPANISH TRAIL AT
ST. AUGUSTINE

The East Coast

WHERE white sands, blue sparkling waves and swaying palms make winter only an expression. Under the glorious sun, refreshed by the salt breeze from the gulf stream, old and young live and play. Any season of the entire year is delightful along this 500 miles of fairy shore. This part of our state being first of our land to be discovered and settled by the Spanish, romance still lingers over all.



MONUMENT TO FIRST CONSTITUTION
GRANTED FLORIDA BY SPANISH KING,
IN PLAZA AT ST. AUGUSTINE

JACKSONVILLE

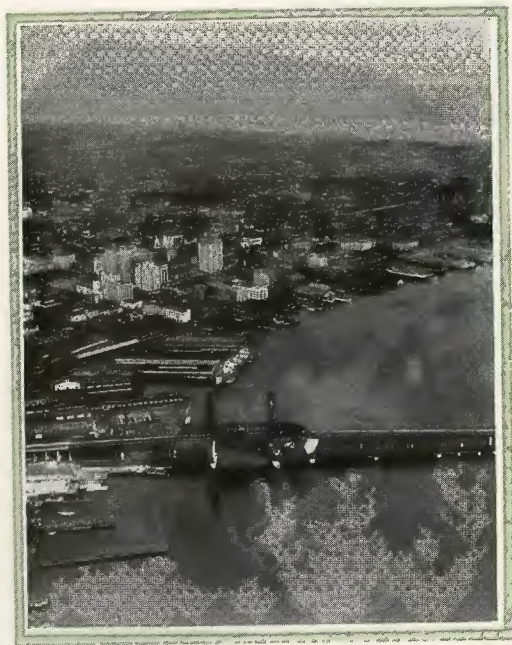
First we come to Jacksonville, through which thousands of visitors pass annually by train, boat and motor to all other parts of the state. Located on the mighty St. Johns River, 20 miles from the Atlantic coast, Jacksonville is a great commercial center. In its port may be seen craft from all the seven seas. Aside from its industrial importance, Jacksonville has for its visitors 67 beautiful parks and many recreational advantages. Excellent hotels are available. Plenty of yachting and boating, tennis courts, five 18-hole golf courses, excellent theaters and unsurpassed nearby beaches are awaiting the tourist. A municipal airport offers sky trips at reasonable rates. In South Jacksonville is a large ostrich and alligator farm.

Near Jacksonville is the scene of settlement and conflict by French and Spanish long before colonists landed at Jamestown or Plymouth.

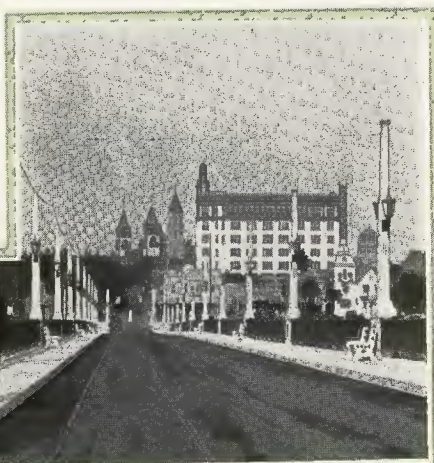
Under the giant live oaks, with their trailing Spanish moss, you will find a welcome that makes a charming introduction to the sunshine-land of Florida.

FERNANDINA

On the coast, northeast of Jacksonville, lies the interesting fishing town of Fernandina, established by the Spanish in 1680. Its picturesque fleet and the nearby remains of occupation by early settlers and by pirate bands make this community a spot well worth visiting.



JACKSONVILLE'S DOWN-TOWN
SECTION AND ST. JOHNS
RIVER BRIDGE



VIEW OF ST. AUGUSTINE
FROM BRIDGE OF LIONS



JACKSONVILLE BEACH

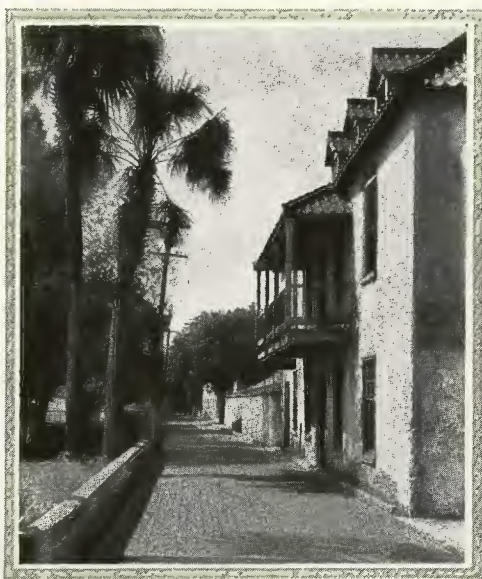
ST. AUGUSTINE

In 1565 the Spanish founded this city on the site of the ancient Indian village of Seloy. Its old buildings, the narrow streets of the Spanish section, combine with cordial friendliness and tropical vegetation to charm the visitor.

Old Fort San Marco frowns on Matanzas Bay, her walls, moats and dungeons as solid as when built by the Conquistadores. The old city gates, the oldest house, slave market, ancient cathedral, etc., present a quaint old-world air to this beautiful spot. Here, also, is the famed Fountain of Youth.

A new million-dollar bridge connects with Anastasia Island and its marvelous beaches and alligator farm, while another crosses North River to the other beaches and to the fine swimming pool in the casino.

Excellent hotels, the beautiful plaza with its band concerts, two fine golf courses, driving and bathing on 15 miles of beach, together with many other forms of enjoyment are in store for you.



AN OLD SPANISH STREET IN ST. AUGUSTINE

ORMOND—DAYTONA BEACH

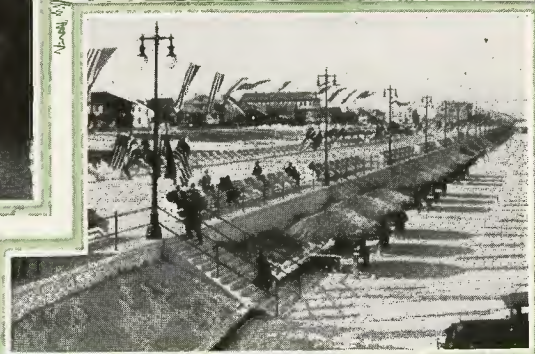
Proceeding south from St. Augustine by motor, one may pass over Road 4 through Bunnell, or drive down the Ocean Shore Boulevard, past the beaches on Anastasia Island, through Summer Haven and Flagler Beach to Ormond, just north of Daytona Beach. Ormond is on Pelican Island, between the ocean and the Halifax River. A bridge here connects with the mainland, or one may proceed south to Daytona Beach on the island road. Ormond has splendid hotels and an 18-hole golf course, besides its world renowned beach, bridle paths, boating and other recreational facilities. This is the winter home of John D. Rockefeller.

Daytona Beach, five miles south, is located partly on the island and partly on the mainland. Four free bridges connect these sections.

Daytona Beach, thanks to its location, topographical beauty and equable climate, occupies an unusual place among Florida cities for the reason that in recent years it has been developed into one of the best-known combined winter and summer resorts of the nation. The average winter season temperature of Daytona Beach is 61, while that of the



A DRIVE NEAR DAYTONA BEACH



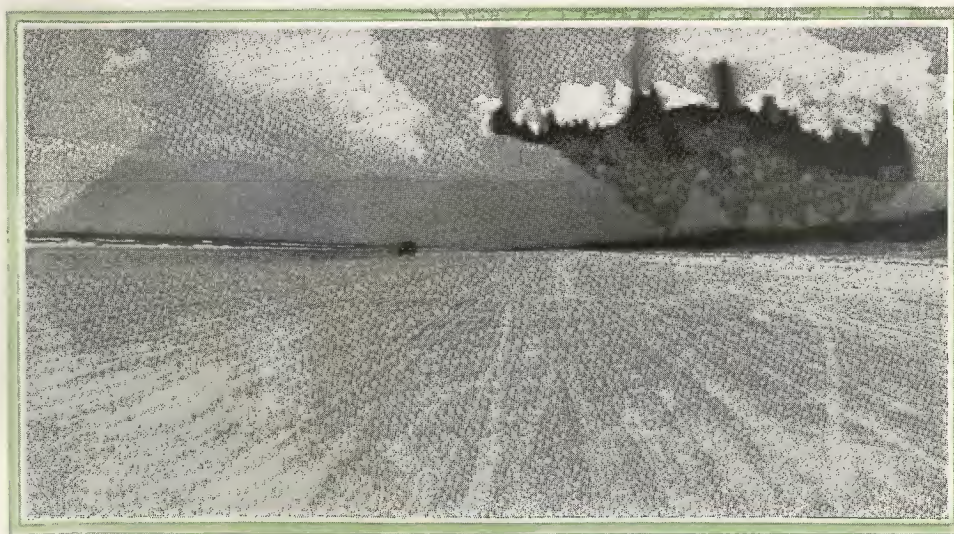
BOARDWALK AT DAYTONA BEACH



DAYTONA BEACH YACHT BASIN



TARPON CAUGHT ON EAST COAST



THE FAMOUS ORMOND BEACH SPEEDWAY

summer months is 81 — and at no time in history has the mercury gone above 96 in June, July or August.

It has the Tomoka River, pictures of which have made it almost as noted as the song-famed Suwannee; it is skirted on the east by the Atlantic and the world-famed Ormond-Daytona Beach Ocean Speedway, on which all automobile speed records have been made; it is center-traversed by the glinting-watered Halifax River, sentinelled on the west by a chain of small hills and lakes at the highest point on the Florida East Coast. A concrete "boardwalk" parallels the ocean for half a mile.

The international fame of Daytona Beach is based chiefly, of course, upon its wonderful beach, on which international speed contests, usually held in March, have been revived in recent years. Every reader is familiar with the story of the records made there by the monster cars which flash along the sands like comets. Twice every twenty-four hours the mighty rollers of the Atlantic pack down the sand until it is as smooth and firm as any cement surface. The width, length and straightness of this beach make it the best place in all the world for speeding cars.

DELAND

Inland from Daytona Beach lies DeLand, county seat of Volusia County, in which both cities are located.

Three splendid golf courses offer reasons for golfers to come to DeLand. Big game, quail and ducks are in season during tourist time and can be reached in fifteen minutes to an hour over good roads. Another three reasons: The world's biggest black bass in the lakes and streams; finest speedway of record in 40 minutes of the city; bathing in salt and fresh water. Still another three: Sea fishing for monsters that try the most sporty anglers of the country; motoring over miles and miles of fine highways; wonder springs to visit (three of them), and a water trail so good that yachts come from any port in the world to DeLand's side door.

For those who prefer to take their pleasures in quieter ways, or diversify them still more than suggested above, there is a whole lot of supervised play on the city playgrounds. The most popular



ALONG THE INDIAN RIVER



SHADY STREET SCENE IN DELAND



BLUE SPRINGS, NEAR DELAND



HUNTING IN VOLUSIA COUNTY



PONCE DE LEON SPRINGS, NEAR DELAND, AND
OLD SPANISH MILL



BOARDWALK AT CORONADA BEACH, NEW SMYRNA

of the games are bowling, shuffleboard and quoits. Matches are held with the visitors of nearby cities.

Concerts by the city's own famous band; musicals by a large choral society; indoor concerts by the Stetson band, concert orchestra, male and female glee clubs, and athletic events of all kinds throughout the season.

NEW SMYRNA

The Spanish landed here and founded a settlement and fort very early, about 1565. New Smyrna claims to have been settled even before St. Augustine. The settlement was later abandoned, the ruins of the ancient fort and old Spanish mission being evidences of this occupation. A large Indian shell burial mound is to be seen near the beach.

In 1767 Dr. Turnbull founded a colony of Minorcans and Greeks here, naming the town New Smyrna in honor of his wife's former home.

The modern town of New Smyrna has fine hotels, splendid beaches, a 9-hole golf course and other attractions among most beautiful natural surroundings. Tourists find a most cordial welcome here. Quiet amusements abound and those who are fond of hunting or fishing may here indulge to their hearts' content.

Volusia County has many other spots of interest. DeLeon Springs, one of the largest outflows of water in the state, is near DeLand. Recreational grounds and a fine bathing pool among mighty trees delight the visitor. Here are the ruins of an ancient mill. Two miles from New Smyrna is the Indian River Dude Ranch, a well equipped ranch with modern cabins, wholesome food, good saddle horses and experienced guides, where guests may hunt, fish, swim and follow trails through woodlands and prairie as primitive as when the white man first landed.



MELBOURNE BEACH AND
CASINO



TURTLE MOUND.
NEW SMYRNA



ROAD ALONG INDIAN RIVER, NEAR VERO BEACH

South of New Smyrna the highway skirts the famous Indian River passing through a number of pretty little cities. Tourists are welcome here and the Indian River affords excellent fishing. A succession of beaches on the Atlantic supply surf-bathing facilities to all these communities.

TITUSVILLE, COCOA, ROCKLEDGE AND EAU GALLIE are towns having these advantages, together with good tourist quarters. These towns are centers of the famous Indian River fruit section. Cocoa and Rockledge are the oldest tourist towns on the central east coast.

MELBOURNE, the "midway city" (half way between Jacksonville and Miami), has an airport which is a port of call for the mail planes flying between Jacksonville and Miami. There are two golf courses on the mainland and a bridge connects with the Indialantic Beach, splendid for bathing and where there is another golf course, municipal pier and casino.

VERO BEACH, further south along the Indian River, is surrounded by fine citrus groves as well as pineapples and bananas. Vero Beach has a good casino and beach. Two golf courses, tennis courts, and other amusements are to be found. A fine pool is located at the casino.

FORT PIERCE, in St. Lucie County, is 250 miles south of Jacksonville. Its climate is delightful and its surroundings most pleasing. A center of fruit growing and commercial fishing, Ft. Pierce also has much to offer the tourist. Hunting, fishing, bathing, boating, two golf courses and good hotels are among the attractions. Here was a fort and trading post back in the early days and portions of the "dead-line fence," beyond which Indians might not pass, still remain.

STUART, in Martin County, is opposite the St. Lucie River inlet, famous for fishing and yachting. An 18-hole course and good hotels are available.

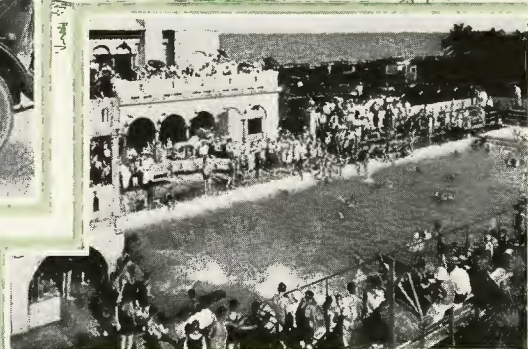
PALM BEACH and WEST PALM BEACH, three hundred miles from Jacksonville, are the world-renowned playgrounds of famous and prominent folk. Palm Beach has long been a famous resort for American and foreign wealth and fashion. Tropical gardens, palatial homes and yacht basins abound. Luxurious hotels are at hand and beaches, golf and other amusements fill the play-hours of the joyous pilgrims.



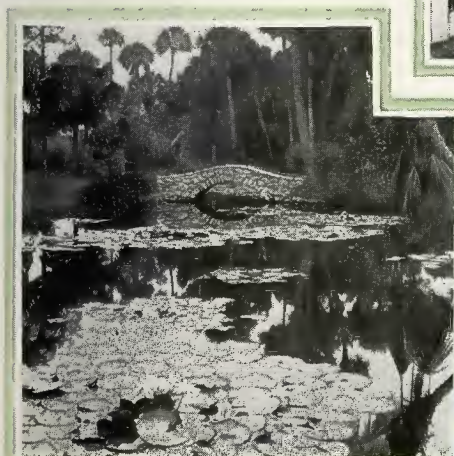
LAS OLAS BEACH, FT. LAUDERDALE



FISHING AT FT. PIERCE



POOL AT LAKE WORTH CASINO



TROPICAL PARK NEAR VERO BEACH



BATHING AT PALM BEACH



PORT EVERGLADES—FT. LAUDERDALE'S DEEP-WATER HARBOR



NEW RIVER YACHT BASIN, FT. LAUDERDALE

Across Lake Worth lies West Palm Beach, business center and sister resort, vying with Palm Beach in its tourist attractions. Color and life are there, with ample tourist accommodations. Golf, tennis, motorboating, harness racing, hunting, aviation, afromobiling, riding, bathing in surf and pool, roque and many other amusements are offered.

LAKE WORTH, a city just to the south "right on the Gulf Stream," has a casino, alligator farm, golf course and good hotels amidst tropic vegetation.

FORT LAUDERDALE, first established as a military post in 1837, is a commercial center and deep-sea port between the ocean and the Everglades and is midway between West Palm Beach and Miami. The New River forms the ocean outlet and is a basin for the many yachts that gather there. Fort Lauderdale's port, "Port Everglades," is a port of call for round-the-world liners. Excellent golf and fishing are to be had and an alligator farm and Seminole Indian village are in the immediate vicinity. These Indians live under primitive conditions here and elsewhere in the Everglades region. They have never acknowledged allegiance to our government but still maintain their own language and tribal laws, even to the administration of the death penalty. Their brightly colored costumes, palmetto-thatched open huts, heavy bead ornaments worn by the women and the knowledge that their chief source of livelihood is still the bounty of nature in fruit, fish and game, all add to the attraction.

On south, through HOLLYWOOD-BY-THE-SEA, with its hotels, golf courses and beaches, to the "magic city" of—

MIAMI—Royal palms wave in the soft sea air, white-capped breakers



PAJAMA AND BATHING SUIT FASHIONS AT MIAMI



ARMY PLANES OVER MIAMI



TROPIC DRIVE AT WEST PALM BEACH



AQUATIC SPORTS AT MIAMI

roll in upon golden sands—the very winter air is sun-drenched and invigorating. On this gulf-stream bordered shore rises an artist's dream of a city.

Miami is built on the site of old Fort Dallas, which was established in 1836. Beginning from almost nothing in 1896, Miami has risen to a position of leadership in resort life and as the commercial center of southern Florida. Across Biscayne Bay, on a beautiful sub-tropical key, lies Miami Beach. Connecting these cities are fine causeways. Pleasure craft crowd the bay; hotels, casinos and cafes are ready to hand; excellent theatres provide first-rate entertainment. There are swimming pools, tennis courts, golf courses, polo fields, bowling greens; fishing at your pleasure—nothing lacking to fill the tourists' hours and bring joy and satisfaction.

CORAL GABLES and HIALEAH, together with MIAMI BEACH and the city of Miami proper, make up Greater Miami. City authorities and citizens have left nothing undone that could add to the happiness of the visitors they are so glad to welcome.

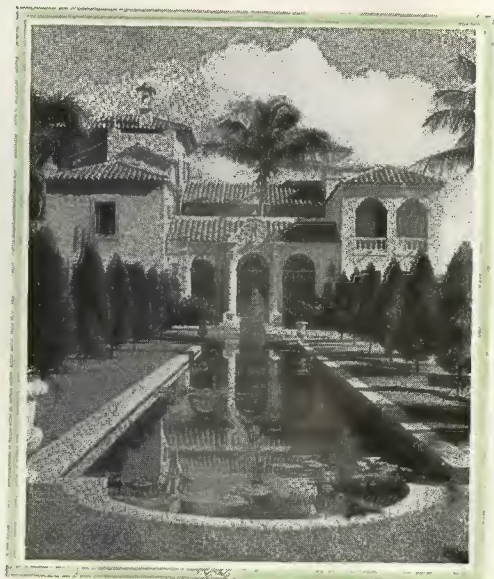
Besides the entertainments already mentioned, saddle horses may be obtained on which one may explore delightful bridle paths, water excursions to nearby interesting points are conducted and band concerts are held daily at the open air auditorium. Lovers of sport thrill to the horse and greyhound racing conducted here during the season.

On the outskirts of Miami lie several alligator farms and Seminole Indian villages. Fifteen miles out is OPALOCKA with blimp and naval hangar, radio tower and airport.

Miami is the southern terminus of the air mail route from Jacksonville. Commercial planes are available for short flights or for trips to the Bahamas, Cuba or South America.

The average annual temperature is 74.4 degrees. A heat prostration is unknown here—or elsewhere in Florida. In common with other Florida communities, Miami has excellent schools and most desirable residential districts.

HOMESTEAD is the chief town of the Redland District, south of Miami. In addition to the interesting and profitable agricultural and fruit-growing industries, there is a natural beauty that entrances the visitor.



A MIAMI RESIDENCE



POLO AT MIAMI



BIG FELLOWS CAUGHT IN
WATERS OFF MIAMI



"DOWN THE STRETCH" AT MIAMI JOCKEY CLUB TRACK

Royal Palm State Park is at the southern edge of this district—where the royal palms grow wild and beautiful tropical growth is to be found. This region, south to CAPE SABLE, the nethermost point of continental United States, has been converted into a national park in order that the flora and fauna may be preserved for posterity.

THE KEYS—Emerald isles dropped in a turquoise sea! Marvels of tropic loveliness, with fringes of white coral sand and rainbow-hued breakers and with centers of living green, these isles are decked with swaying cocoanut palms, bananas and other far-southern vegetation. Here, at our very door, are South-Sea-Island spots that defy adequate description. Pineapples and other tropic fruits and vegetables grow abundantly and, in a never ending summer, time passes unheeded.

Fishing such as you never even dreamed of awaits you. The glamour of romance cast on these coral keys by Spaniard and pirate lingers still. Tales of battle and revel; colorful characters and hidden pirate gold come to mind as one traverses these scenes of their activities. The very names—Key Largo, Upper and Lower Matecumbe, Long Key, Boot Key, Big Pine Key, Cudjoe Key, Ramrod Key, No Name Key—what do they not recall of “Treasure Island” and other tales of your childhood. Every now and then up crops some real treasure trove to remind us that this is the scene of actual and not imaginary romance.

The Over-Sea Routes. Two wonders of the world are encountered in journeying south over the keys from the Florida Mainland to Key West. These are the over-sea extension of the Florida East Coast Railway and the newly built over-sea highway. Winding over the keys and spanning the stretches of open water between them, both railway and highway provide an experience in transportation not met with elsewhere. The railway continues its unbroken course for 125 miles to its terminal at the steamship docks in Key West. The highway spans the distance from the mainland to Key West except for one ferry which will some day be bridged. Monroe County maintains a regular ferry service across this gap. There is space on the boat for about 18 cars, besides numerous



ROYAL PALMS IN DADE COUNTY



AFROMOBILING AT PALM BEACH



A POOL AT PALM BEACH



LONG KEY FISHING CAMP



SEMINOLE INDIAN FAMILY



YACHT BASIN AT WEST PALM BEACH



OVER-SEAS HIGHWAY ON KEY LARGO

passengers on the upper decks. Meals are served on these boats and the trip affords a pleasant and unusual experience.

KEY WEST, the insular city, 125 miles out at sea, occupies a unique place among the communities of America. Its location, history, population, traffic, the fact that it is the only absolutely frostproof city in the United States, all add interest to its name.

Fishing here, as on the other keys, surpasses description. Tarpon, amber jack, baracuda, sail-fish and sawfish abound, besides innumerable others. The fact that four million pounds of fish are shipped annually and that there are six hundred and fifty known varieties of fish here will help to convey the impression that a visit will confirm.

This is also the center of a large sponge industry, and a glimpse of the sponge fleet and its catch on a market day is a thing worth while. Immense sea turtles are caught and kept in concrete pools until killed. Turtle soup and meat are canned and large fresh turtle steaks are served at all the restaurants. Glass-bottomed boats afford visions of under-sea beauty and marvels.

Key West is the site of coast defense fortifications, a naval and an aviation station, and here is a monument to the heroes of the ill-fated "Maine." An immense lighthouse arises from among the palms. Spanish is heard on every hand and most of the populace speak both that language and English. Key West is the point of departure nearest Havana and regular boat connections are maintained.

Now that we have traveled farthest south in the United States and have viewed this island city, let us return to the mainland and explore the remainder of the Sunshine State.



PARK AT LAKE CITY

Central Section

IN the central section of Florida we include all the strip of ridge land, with its hills and lakes, extending from the Georgia border south to Lake Okeechobee and the Everglades and bounded on the west by the Suwannee River and the West Coast counties, and on the east by the East Coast counties already described.

It is a delightful region, presenting great variety in appearance and products, from the cotton and tobacco fields of the northern counties down through the citrus region to the tropic edge of the Everglades. Its lakes, numbering some two thousand, abound with fish and water-bird life. The last haunt of the flamingo in America is here.

Over some of our country's finest highways we meander through cities and groves, winding among lakes and along streams, seeing the beauties and wonders of this land—the heart of Florida.

Entering Central Florida from the west over the Old Spanish Trail one crosses the Suwannee River, made famous the world over by Stephen J. Foster's song. The first stop will be at LIVE OAK, a pretty little city whose name is most appropriate. Entering by Route 2 from Valdosta, Georgia, one crosses the beautiful Suwannee further upstream. On the latter road we pass through WHITE SPRINGS, a health and summer resort near the Suwannee.

LAKE CITY is the junction point of the Old Spanish Trail and Route 2, leading south. This city vies with Jacksonville as a point of contact for

tourists entering the state. It is an enterprising town in the midst of an agricultural region, 62 miles west of Jacksonville. Many pecans are grown in this district.

On the road to Jacksonville we pass the Olustee battlefield of Civil War days, with its monument. Another monument to the soldiers who fell here is in the plaza at Lake City.

Bass fishing in lake and stream is good and much small game is to be found.

At HIGH SPRINGS, 26 miles south, the roads divide, Route 5 leading to the West Coast and Route 2 to the central ridge region.

At GAINESVILLE, metropolis of Alachua County, is the University of Florida. It is quite a historic town, having been a center during the Indian wars and a field of battle during the war between the states, in memory of which a statue stands in the courthouse square.

Alachua is an Indian term, meaning "water jug," from the great sink south of town where the waters of Newnan's Lake and Prairie Creek disappear underground to reappear no man knows where.

Fifteen miles west are rich phosphate mines.

Alachua is one of the richest agricultural counties of Florida. It has excellent drainage, parts of the land being 200 feet above sea level.

There are natural wells in the limestone of this section, being perfectly round and as smooth as if carved by hand, about $2\frac{1}{2}$ feet in diameter and an average of thirty feet deep. The water is pure and cool. In one dry well it is possible to descend 38 feet, travel an underground tunnel and come up in another dry well a mile away.

Another natural wonder is the "Devil's Millhopper," a great bowl 100 feet deep into which some twenty streams pour continuously without raising the level of the pool in the bottom. No outlet has ever been discovered.

OCALA is in Marion County, "Kingdom of the Sun" of the nature worshipping Timuquan Indians, whose robust physique stimulated the Spaniard's belief in fountains of youth and health. It is a region of rich agricultural products and citrus fruits as well as phosphate mines and limerock quarries. The city is a progressive commercial center



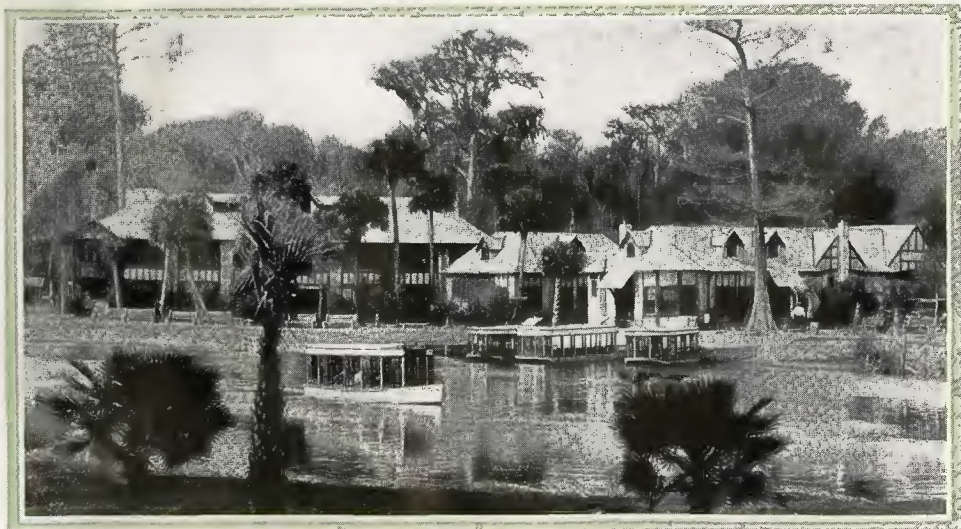
OLUSTEE BATTLE MONUMENT, LAKE CITY



ROAD NEAR LAKE WEIR
IN MARION COUNTY



HIGHLANDS GOLF CLUB
AT OCALA



SILVER SPRINGS, MARION COUNTY

and has beautiful homes, splendid water and a delightful climate.

SILVER SPRINGS, near Ocala, is a marvel defying adequate description. A great punchbowl of rock 300 feet in diameter has, gushing up from orifices in its bottom, mighty springs which fill the bowl and flow away as the Silver River. Through glass-bottomed boats one sees canyons with multi-colored walls, geyser-like and boiling paint-pots, Niagara Falls in miniature, great and small fish and huge turtles—all seemingly within arm's reach, but really in 89 feet of crystal water. The hues and shades of this vision are beyond description.

This water is excellent for bathing, its temperature of 72 degrees never varying throughout the year. Yachts may come here from the sea through the St. Johns, Ocklawaha and Silver Rivers.

Blue Springs and Salt Springs are other natural wonders in this section.

Southward, amid the slopes and waters of beautiful Lake County are LEESBURG, EUSTIS, TAVARES and MT. DORA, all possessed of excellent tourist accommodations and such natural and man-made beauty, combined with all sorts of sport advantages, that the sport-loving visitor is thrilled.

Bass fishing surpasses anything you have ever known in that line. Citrus fruits and other products abound. Golf courses are found in every community. As an all-year resort section this is hard to equal. The Washington's Birthday Festival of Eustis is an elaborate and gorgeous fete attracting many visitors.

UMATILLA and other towns partake of the same advantages as the Lake County communities already mentioned. Leesburg has its annual National Fresh-Water Bass Tournament January 10 to March 10.

West of Lake County lies Sumter County, a pleasing bit of country. In this county the historian will find the site of the Dade Massacre in the Indian wars. There is the ruin of the fort and monuments to the brave soldiers and to Major Dade at the spot where he fell.

ORLANDO, chief city of Central Florida, is in the heart of Orange County, whose very name suggests the beauties and delights of this section. Luxuriant semitropical foliage and flowers surround beautiful homes. Good fishing and much game, big and small, is easily found. Orlando is



BIG CYPRESS NEAR LONGWOOD.
SEMINOLE COUNTY



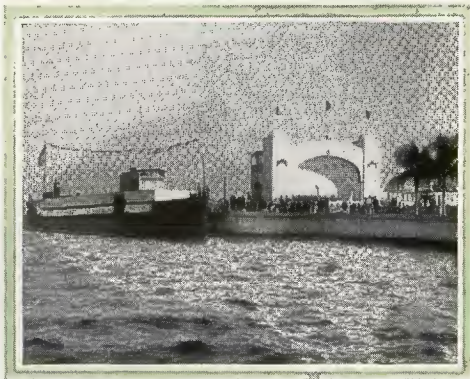
DONNELLY PARK AT
MT. DORA



AZALEA GARDENS AT WINTER PARK



LAKE OSCEOLA AT WINTER PARK



BAND SHELL ON ST. JOHNS—SANFORD



CITY PARK, KISSIMMEE



A TARPON IN ACTION AT SARASOTA

built among 31 lakes. Golf, lawn bowling, roque, horseshoe pitching, fishing and major league baseball are among the amusements found here.

WINTER PARK is another fine Orange County community just north of Orlando on Route 3. In Winter Park is Rollins College.

Proceeding farther north this highway brings one to the shores of Lake Monroe, one of the headwaters of the mighty St. Johns, and to

SANFORD, chief city of Seminole County and the center of a most prosperous trucking section. Hunting, fishing and golf in this section are worthwhile. All sorts of big game native to this state are plentiful, while small game and many varieties of fish await your quest.

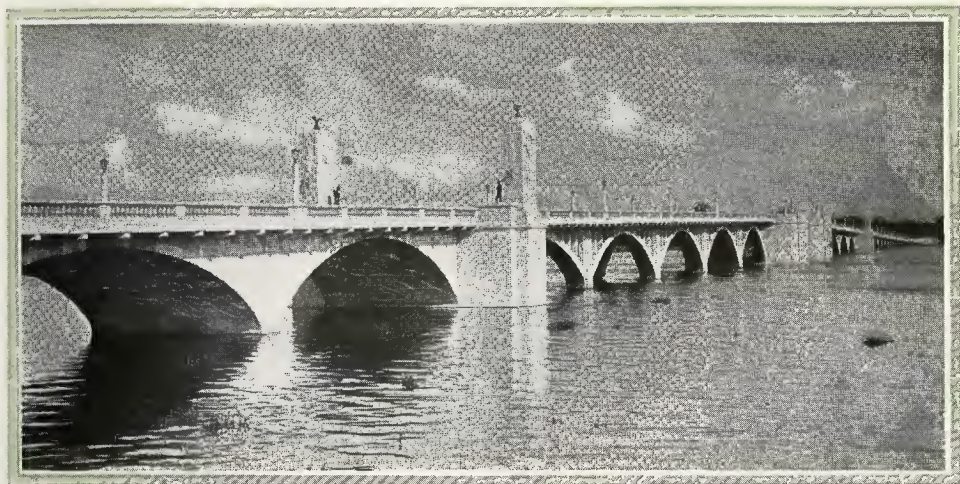
Sanford offers the tourist a great variety of entertainment and excellent accommodations. The municipal pier and bandshell is a thing of beauty and the yacht basin is superb. There is a well-stocked zoo.

North from Sanford, through DeLand (already described in the East Coast section) and PALATKA, a thriving commercial city and St. Johns River port, Route 3 brings us to GREEN COVE SPRINGS. Here is a quiet little city with comfortable hotels and a marvelous flowing spring and bathing pool. Boating and fishing on the St. Johns River is a most pleasing experience.

Just west of Green Cove Springs lies the Penney Memorial Community, which visitors to Florida should see. It is a beautiful and comfortable community for retired ministers and religious workers.

Farther west are the agricultural centers, STARKE and LAKE BUTLER. Berries, fruit and pecans, besides garden crops, are produced here in great quantities.

KISSIMMEE is the seat of Osceola County, south of Orlando on Route 3, and is a charming place for tourists who desire quiet beauty and rest-



MEMORIAL BRIDGE OVER ST. JOHNS RIVER AT PALATKA



BIG BASS FROM LEESBURG



SHUFFLE BOARDS AT CIVIC CENTER, LAKE LAND



HALF-CENTURY OLD ORANGE TREES

ful recreation. Golf, hunting, fishing and boating are offered, as well as many tourist games in the town.

Polk County, next to the southwest, has a group of pleasing cities, all of which offer the traveler excellent entertainment amid scenes of beauty. HAINES CITY, AUBURNDALE, POLK CITY, WINTER HAVEN, LAKELAND, MULBERRY, FT. MEADE and FROSTPROOF all have their charm and their many attractions. The Orange Festival at Winter Haven is an annual event of much interest. This section is the very heart of the citrus fruit country.

BARTOW, county seat of Polk County, had its beginning in a fort back in Indian days and is now a pleasing community of beautiful homes, with tourist sports and recreations. Nearby are large phosphate mines.

LAKE WALES, an enterprising town seated on hills and amid a wondrous landscape of lakes and groves, has good hotels and entertainments. MOUNTAIN LAKE, a suburb, is one of the highest points in Florida and the site of the world-famous "Singing Tower". This tower with its bird sanctuary round about and its architectural beauty mirrored in the surrounding lake, is a new wonder of the world. Edward William Bok has given this to the people as a memorial to his beauty-loving grandparents. The total weight of the carillon bells is 123,164 pounds. Anton Brees, of Antwerp, Belgium, is the carillonneur. Thousands have made pilgrimage here.

The Scenic Highlands or Ridge. From Davenport to Childs stretches a dune or ridge about one hundred miles long and from one to four miles wide and includes the most elevated spot in Florida—Mountain Lake, just referred to as the site of Bok Tower.

On this Ridge the following towns occur: DAVENPORT, HAINES CITY, LAKE HAMILTON, DUNDEE, BABSON PARK, FROSTPROOF, HIGHLAND LAKES, AVON PARK, SEBRING, DESOTO CITY and LAKE PLACID.

At AVON PARK is a lookout tower from which 4,000 acres of citrus can be seen. Lake Placid is the home of the Lake Placid Club.

Much attention has been paid to development along lines of beauty and this, together with the natural features of the Ridge, always arouses exclamations of delight on the part of visitors.



GOLF 'NEATH ORANGE TREES. LAKELAND



HIGHWAY IN LUCERNE
PARK, POLK COUNTY



AIRPLANE VIEW OF
WINTER HAVEN



CITRUS GROVE IN FULL BEARING AT WINTER HAVEN

SEBRING is a citrus center, with beautiful drives along lake shores, excellent golf, playgrounds, municipal pier and beaches. Good hotels in and near this city, with its surroundings of hills and sparkling lakes, make it exceedingly attractive to the tourist.

Highlands Hammock, near Sebring, is one of Florida's greatest attractions.

WAUCHULA, in Hardee County, is an inland resort with good hotels and excellent hunting and fishing.

ARCADIA, in DeSoto County, is south of Wauchula. It is the home of the new Chautauqua Assembly of Florida, with splendid programs. Golf, bathing and other amusements are offered.

OKEECHOBEE is at the upper edge of the great lake of that name. Following Route 8 on to FT. PIERCE on the East Coast takes one through typical Everglades country. Lake Okeechobee, is an immense body of water, but so shallow that wading birds may be seen standing in the water a mile from shore. The soil surrounding this lake is a muck which produces abundantly when planted to truck or sugar cane.

Brighten Valley Dude Ranch is located 12 miles west of Okeechobee. It offers roundups and rodeos, pack trips, outdoor camping and other features common to western ranch life. The surrounding country yields excellent fishing and hunting. There is a good hotel and comfortable cabins.

And here, at the Everglades' edge, ends Central Florida. We may turn east or west to the Atlantic or Gulf coasts. To the south lies the primeval fastness of the Everglades, known only to the roving Indian. Little towns on Lake Okeechobee's margin are civilization's only evidence, save the Tamiami Trail far to the south.

THE EVERGLADES

South of Lake Okeechobee lies the great Florida Everglades, a mighty saw-grassed morass, fringed by vast cypress swamps and broad savannas intermingled with pine and palm hammocks, salt meadows and, on the lower coasts, with mangrove thickets.

The highest of this land is but a few feet above sea level



TURPENTINE OPERATIONS IN FOREST
NEAR BARTOW



BOWLING ON THE GREEN.
WINTER HAVEN



SCENE IN ARCADIA



STREET IN WAUCHULA



IN AVON PARK



SEBRING MUNICIPAL PIER AND BANDSTAND

and when rainy seasons come even the dry spots become swamp land, save only the higher hammocks.

Along both east and west coasts extend strips of higher land bordering the ocean and the gulf. Between these strips and south of the great lake all is everglades. This territory averages 50 miles in width and contains over 5,000 square miles.

In the cypress swamps stand some of the mightiest trees in Florida, trees second only to the giant Redwood of the Pacific Coast in size.

Through these swamps and hammocks wind innumerable creeks and streams—a veritable labyrinth of waterways known only to the bronze-skinned inhabitants of the glades.

These Indians, remnants of the Seminole nation, have their towns in the remote fastnesses of the Everglades. They did not always live in this section, but were driven here from their homes in North Florida at the close of the long and bloody Seminole war. Refusing to surrender or to acknowledge the authority of the United States, they retreated into these wilds where the soldiers could not follow. Today they live at peace with the white man but under their own tribal laws. They have never formally submitted to the government.

As guides and hunters they are unsurpassed. Their living comes from the fish and game they catch and kill and from the hides they trade to the white man.

Fish abound in the swamps and streams and game, large and small, is plentiful. Deer, bear, wildcats and panthers are to be found, besides mink, otter, muskrats, squirrels and rabbits. Many birds, including quail, are in the hammocks, while water birds abound. Here are found the beautiful egret and the flamingo.

In the waters, besides countless varieties of fish, are crocodiles and alligators in abundance. Snakes are plentiful and snake-skins form a part of the primitive barter.

The Seminoles navigate the winding streams in shallow-draft dug out canoes, propelled by push poles. Occasionally white hunters, guided by Seminoles, invade the district and are richly rewarded in game and in the thrill of exploring.



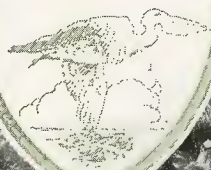
SEMINOLE INDIAN VILLAGE



BEAUTIFUL DRIVE AT MOUNT DORA



BANANA TREES



TRAVELER'S PALM



BANYAN TREE, WEST PALM BEACH

West Coast Section

ENTERING the West Coast Section from the north, one drives down Route 5 from Lake City and High Springs, or down Route 23 from Ocala to Plant City. Side roads lead to the Gulf Coast and to Cedar Keys, Yankeetown, Crystal River and Homosassa. The first three towns offer excellent sport in hunting and fishing and have good hotels. Homosassa is a rapidly developing resort town, home of the famous orange of that name. Nearby is a historic sugarmill ruin. Besides the hunting, fishing, boating and motoring, there is a good golf course.

Inverness, Brooksville and Dade City are inland towns of these coast counties offering good accommodations to travelers. Much citrus fruit is raised in this section, Japanese persimmons, grapes and others. Truck gardening is one of the principal occupations. The water of this region is exceptionally fine. The land is mostly rolling.

Tarpon Springs is known for its extensive sponge fisheries, mostly operated by Greeks. Their quaint religious festival attracts large crowds at the time of the blessing of the waters. Quite a Mediterranean air is imparted by these gaily colored boats and their owners.

Horseshoe courts, tennis courts, checker tables, baseball games by the St. Louis Browns, golf courses, swimming, fishing, boating and hunting are some of the entertainments provided.

The Tourist Club holds weekly programs.

On the Gulf Coast, with its beautiful springs and bayous and lagoons, Tarpon Springs is a most charming place to spend a vacation.

No description of this city would be complete without references to the paintings of the great landscape artist, George Inness, which are on display in the Church of the Good Shepherd. Those who love art will be repaid for a journey here.

Clearwater, on Clearwater Bay, is known to all radio fans as WFLA. It is



A CHARMING BIT OF WEST COAST
LANDSCAPE



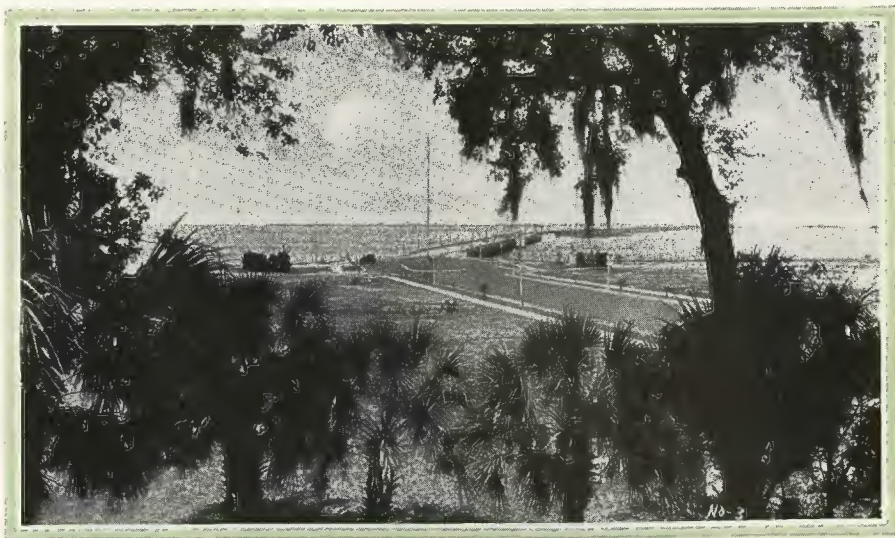
FISHING NEAR THE
WEST COAST



BEAUTIFUL SPRING
BAYOU AT
TARPON SPRINGS



UNLOADING SPONGES AT TARPON SPRINGS



APPROACH TO BEACH CAUSEWAY AT CLEARWATER

known to all visitors as a most delightful place to stay — “Where it’s springtime all the time.”

Beautiful landscape with groves of citrus and pine woods, sparkling waters of bay and gulf, fringed with inlets, the glorious sun smiling a benediction over all—this is indeed a favorite section.

With an average annual temperature of 72 degrees, with golf, boating, fishing, with a splendid million-dollar causeway to delightful Clearwater Beach, where are playgrounds, boardwalks and amusement park, with all sorts of games and amusements provided, Clearwater proves its welcoming spirit by its unsurpassed offering.

The Brooklyn National League team has spring training quarters here and is a major attraction to visitors. Daily concerts are held in the park.

ST. PETERSBURG, mecca of tourists from the Northern states and Canada, has a welcome and a place for many more. Its wide sidewalks with “green benches” in profusion, lend an air of homey comfort and ease, which is carried out in the cordial spirit of the citizens of St. Petersburg.

“The Sunshine City” is worthy of its name. The waterfront and recreation pier, yacht anchorage, tree-lined boulevard, golf courses, all are caressed by the warm yet invigorating, sun-washed air. Boating and bathing, every day, baseball, in training season, by the New York Yankees and Boston Braves, excellent fishing and every form of tourist entertainment, roque, shuffleboard, etc., are provided.

The sun shines an average of 360 days each year—play is the spirit of the place. There is plenty of commercial activity, but this is carried on with the zest of a game in this marvelous climate.

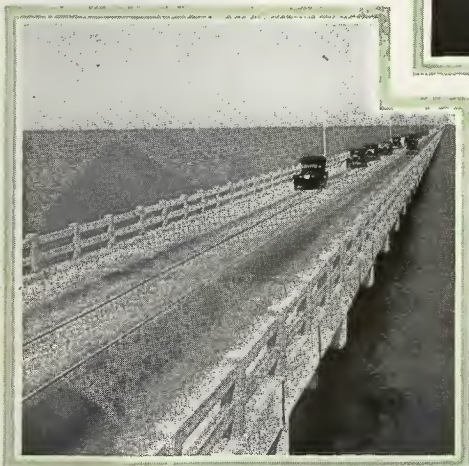
Hotel accommodations are ample and satisfying. Radio WSUN



GAMBLE MANSION—CONFEDERATE
MEMORIAL, BRADENTON



SUNSET ON SARASOTA BAY



GANDY BRIDGE OVER OLD TAMPA BAY



SARASOTA BAY FRONT



ALONG THE TROPICAL MYAKKA RIVER, SARASOTA COUNTY

broadcasts from St. Petersburg and sunny faces broadcast the spirit of the community.

TAMPA was first visited by white men in 1528, when Navarez sailed into the bay. It was at that time an Indian village and bore the same name as now. DeSoto came in 1539 and held conference with the native chiefs under the "DeSoto Oak," still standing.

Tampa Bay was the rendezvous of many pirate hordes, of whom Jose Gasparilla was the most picturesque. Modern Tampa has each year its colorful Gasparilla Festival, based on these romantic traditions.

The real modern settlement was begun in 1823 by an American military force from Pensacola. Growth was slow or spasmodic until 1880-1890, when railroad and cigar industry development gave Tampa the impetus it has never lost. Today it is the metropolis of the West Coast and occupies an important place in world commerce. Its excellent harbor sees the ships of every nation. It leads the world in the manufacture of Havana cigars and the annual commercial exports and imports run into impressive figures. Besides all this, it has for the tourist many attractive features.

Here one may indulge the desire to luxuriate in golden sunshine while the wintry north is freezing. A continuous round of activity for the visitor has been planned for both social and sporting worlds.

A new golf course to try each day of the week, a bay front just made for thrilling water sports, bathing or real fishing. Marine speedway, old world canals with drifting gondolas, yacht basins at each hotel on Davis Islands, Tampa's tailor-made tropical fairyland in the bay, tennis, riding, dancing, beautiful winding boulevards bordered with palms and oleanders—these are some of the advantages Tampa offers you.

Hotels are plentiful and the rates reasonable. Band concerts and the quieter games are at hand daily.

Perhaps the most unique section of Tampa is Ybor City, the Latin quarter. Spanish and Cuban cigarmakers inhabit this district and in entering it one steps from modern America to where Castilian stateliness combines with the life and color of Havana to interest the visitor. The murmur of an alien tongue, the tinkle of a guitar, a beautiful face



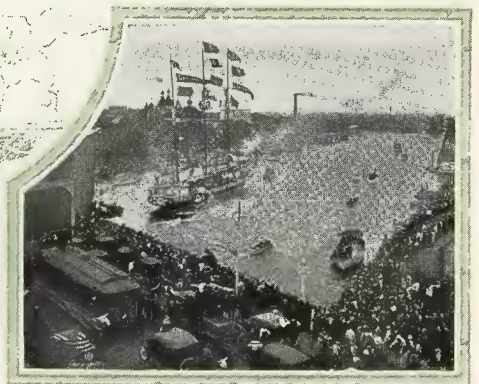
SPANISH CAFE IN YBOR CITY, TAMPA



RECREATION PIER AT ST. PETERSBURG



YACHT BASIN, TAMPA



GASPARILLA FESTIVAL, TAMPA



IN THE MUNICIPAL SOLARIUM AT ST. PETERSBURG

glimpsed at a latticed window—these things experienced at evening and under a tropic moon waft the beholder out of every-day humdrum life into romance and old world charm.

Here are theaters and clubs, with swirling crowds and vivid costumes. Here also are the restaurants, where trained chefs concoct Spanish foods and beverages that tickle the palate. Americans return again and again to enjoy arroz con poilu, filet mignon con herbes, pompano papile and other dishes and to break bread in the hospitable Latin manner.

The carnival spirit of Ybor City will prove to be one of Tampa's and Florida's outstanding attractions to all visitors.

Gandy Bridge, the world's longest bridge, connects Tampa with the west shore of Tampa Bay and furnishes a short route to St. Petersburg.

Crossing this five-mile span over old Tampa Bay is a most agreeable experience for the motorist. Many smaller communities in the vicinity of Tampa and St. Petersburg supply charming scenery and tourist accommodations to those who pass.

Journeying on down the West Coast one follows Route 5, enjoying en route seductive glimpses of tropic beauty and shimmering waves. Entering Manatee County, we come to Bradenton, its county seat.

BRADENTON is quite a tourist resort for those seeking health, comfort and outdoor activity in warm winter sunshine. Beautiful and sporty golf courses, tennis; in fact, facilities for almost every known outdoor game and sport are available. Bradenton is the winter home of the St. Louis Cardinals, World Champion Baseball Club.

The beautiful Green Bridge crossing the Manatee River, the City Pier and Memorial Building (home of the Tourist Club), the Yacht Basin — these are some of the things that make Bradenton one of the most interesting and attractive cities in Florida.

Fishing is a year-round pastime. The Manatee River and many other waters near the city furnish excellent rod and reel fishing. Deep-sea fishing may be had by a few minutes' drive over splendid roads to the Gulf of Mexico.

SARASOTA, a resort town created by city planning experts, is built beside a sapphire bay with palm fringed



FOREIGN RESIDENTS AT SARASOTA
RINGLING CIRCUS QUARTERS



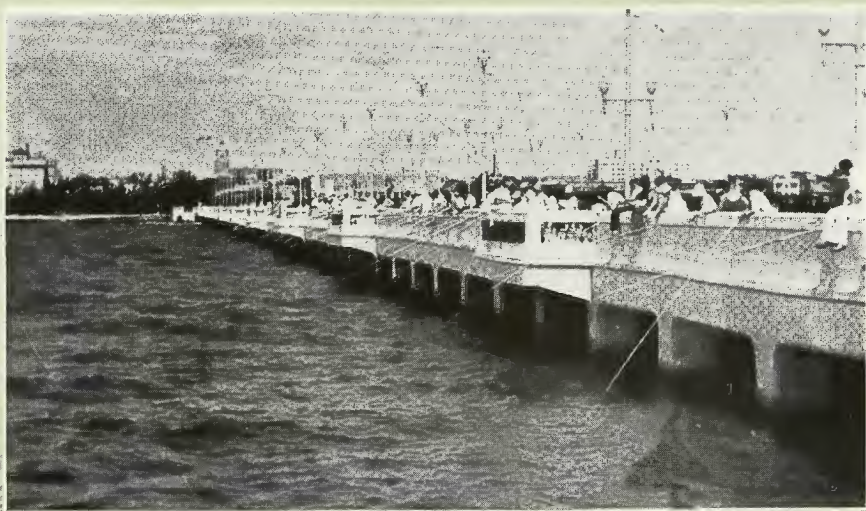
SUNKEN GARDENS AT
RINGLING ART MUSEUM



YACHT BASIN AND
TOURIST CENTER
AT BRADENTON



RINGLING ART MUSEUM AT SARASOTA



FISHING OFF MUNICIPAL RECREATION PIER, ST. PETERSBURG

shores and key-isles of living green. A glorious climate and all the bounties of forest, stream and sea which nature has given this coast, are enhanced by the successful efforts of man to create a tourist paradise. Fishing, bathing, water sports, baseball, music, good hotels and many other attractions are here. Golf reigns, as it should in the place where the first golf course in America was laid out by J. Hamilton Gillispie, of Dumfrieshire, Scotland.

Sarasota is the winter headquarters of the famous Ringling Circus and the site of the Ringling Art Museum, with its marvelous collection of paintings and statuary.

Farther south, on the coast of Sarasota County, lies VENICE, another beautiful little tourist resort.

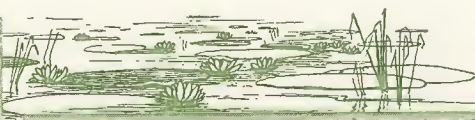
PUNTA GORDA, in Charlotte County, is on the south shore of Peace River, near Charlotte Harbor. Here is the mecca of tarpon fishermen. Many other sorts of fish are found and the hunting is excellent. Tourists in search of these amusements will find ample satisfaction at Punta Gorda as well as good accommodations.

FORT MYERS has grown from an army post in 1841 to a goodly city, with beautiful homes amidst swaying palms and flowers and ample facilities for the entertainment of visitors.

Golf, bathing at beach and pool, fishing, municipal casino and auditorium are among the attractions. The enchanting Caloosahatchee River flows by, wandering through magnificent orange groves to the Gulf of Mexico. More than fifty varieties of palms grow here and tropical flowers here attain perfection. Rightly is Fort Myers called the "City of Palms."



"OL' MAN PELICAN"



MAIN STREET FROM MUNICIPAL PIER, SARASOTA



BOATING AT BARTOW



THOS. A. EDISON BRIDGE, FT. MYERS



A JUNGLE-BORDERED STREAM ON THE WEST COAST



A FLORIDA SUNSET

Thomas Edison and Henry Ford established winter homes in this city.

ESTERO, south of Fort Myers, is a religious settlement founded some years ago by Dr. Cyrus R. Teed. The sect of "Koreshan Unity" was first established about 1893, one of its principles being the common ownership of property. Estero is one of its strongest centers.

SANNIBEL ISLAND, in the Gulf off the mouth of the Caloosahatchee River, is becoming quite a gathering place for tarpon fishermen and is also the site of many beautiful estates.

NAPLES, farther south, offers first-class hotel accommodations, pool and surf bathing, golf, fishing and hunting. Many tourists return year after year to Naples, with its wonderful setting of plant life and blue water.

South of COLLIER CITY, which is located on an island off the coast of Collier County, lie the Ten Thousand Islands, whose fin-filled waters and tropical jungles with their plenitude of game, offer temptations to the yachting party.

Still farther south are the largest of the Seminole Indian Reservations, whose interesting inhabitants come to the trading stations on the coast and on the highway which passes through their country. On past this coast we come again to Cape Sable, southernmost point of continental United States and the end of the West Coast.

Tamiami Trail across the Everglades—leading from Fort Myers south along the coast for some distance and then eastward through the great Everglades swamp to Miami. It is one of the most extraordinary roads in the world. The roadbed was created by excavating a canal through the swamp, the spoil bank, when graded and surfaced, becoming a splendid highway. Building this road was a stupendous engineering feat.



BATHING IN THE GULF BY MOONLIGHT



OVERFLOW CHURCH AUDIENCE
AT ST. PETERSBURG



BRADENTON COUNTRY CLUB



READY FOR A JAUNT ON ONE OF ST. PETERSBURG'S
BRIDLE PATHS

Northwest Section

FEW people realize the vast distances within the boundaries of Florida. From the Georgia border to Key West is 550 miles and from Jacksonville to Pensacola is 400 miles. This may not mean much to you, but when we say that Pensacola is closer to Chicago than to Key West via Jacksonville, you will get an idea of the magnitude of the task of roadbuilding in Florida.

In spite of this, few states possess such an excellent highway system. Fine paved roads extend the length and breadth of the state. A good example is the "Old Spanish Trail" (Florida Route 1), from the Alabama border through Pensacola to Jacksonville. This 400 miles is well paved and traverses the pleasing country of north and northwest Florida.

The expression "Northwest Section" embraces all Florida territory west of the historic Suwannee River, which has its source in Georgia and flows southwestward into the Gulf of Mexico.

Along the Gulf coast from Pensacola to the mouth of the Suwannee are a number of progressive ports and resort towns. In this back country along this Gulf coast there are sections as primeval as when the red man roamed its glades and swamps.

Bear, deer, and wild turkey abound and wildcats are numerous. Quail and dove shooting is excellent and there are many squirrels and other small game. Fresh-water fishing is superb, while the waters of the Gulf and its bays furnish many a thrill to the seeker after big fish.

Except for the level reaches along the Gulf, most of northwest Florida is rolling land, with some considerable hills.

Lumber and naval stores are produced in great quantities and agricultural products are many in variety and quantity. Many berries, watermelons, grapes, Satsuma oranges, garden truck, etc., are produced. Some counties, Gadsden in particular, produce much shade-grown Sumatra tobacco.

PENSACOLA, metropolis of the northwest section, is a deep water sea port and railroad center. Shipping, to and



GULF COAST HIGHWAY NEAR
APALACHICOLA



ORIGINAL OLD SPANISH TRAIL
NEAR TALLAHASSEE



DEER HUNTING IN
WALTON COUNTY



STATE CAPITOL BUILDING AT TALLAHASSEE



NAVAL AIR STATION AT PENSACOLA

from all parts of the world, moves in its harbor. This harbor is so sheltered and yet so accessible to the open sea that some of the most outstanding business concerns of the nation have established docks and warehouses there. Two trunk lines connect with the North and West, while rail and road connections to all Florida are good.

In addition to the already existing Spanish Trail, a new Gulf Coast Highway is under construction which will link Pensacola and this entire section more closely with Tampa and with Central Florida.

Pensacola harbor was formerly defended by Forts Pickens, McRae and Barrancas. These forts are not now in use for purpose of defense. There is a navy yard, a naval aviation station, and here is the winter rendezvous of the submarine flotilla and the reserve torpedo fleet. The larger liners and battleships can enter here.

Pensacola has a fine climate, the average annual temperature being 67.7 degrees, and the water supply is 99 per cent pure.

Here the hills come right down to the shore, and Pensacola is the highest seaport in this entire section of the United States. These hills provide an excellent drainage system for the city.

There are 22 parks, bathing beaches, two golf courses, a yacht club, good theaters, and the boating and fishing is splendid.

Of points of interest we will mention Plaza Ferdinand, where flags of five nations have flown, the old Spanish Forts San Carlos and San Bernardino and the English Fort St. George, captured by Andrew Jackson in 1818. Many other spots of interest and beauty are to be found, as the city was founded in 1559 and even as far back as 1516 Spaniards had landed there, you may well imagine that Pensacola vies with St. Augus-



VIEW OF A. & M. COLLEGE
GROUNDS, TALLAHASSEE



FLORIDATOWN ON ESCAMBIA BAY



YOUNG TUNG-OIL TREES
PUTNAM COUNTY



BEAR KILLED NEAR MARIANNA



A TYPICAL FLORIDA HIGHWAY—THE OCEAN SHORE BOULEVARD

time as a point of interest to those interested in history. The French captured it in 1718 and again in 1719, the English took possession in 1763, the Americans came in 1814. The Civil War saw much activity here, both North and South holding the town at various times. Modern Pensacola will well repay the visitor for the journeying there. Eastward from Pensacola are coast towns, available by water and by roads connecting with the Old Spanish Trail, as well as by branch railways. CAMP WALTON and VALPARAISO are among the excellent resort spots along this coast, with hotels and beaches and other recreational facilities.

PANAMA CITY, on St. Andrews Bay, a body of water which is equaled only by the famous Bay of Naples, in the opinion of many travelers, has fine hotels, beaches, casino pool, golf courses, fishing unsurpassed and the fine hunting common to this section. Florida's first Kraft Pulp Mill is located at Panama City. It is owned by the Southern Kraft Corporation, a subsidiary of the International Paper Company. The estimated capacity of the first two units is 200 tons per day.

PORT ST. JOE is the site of Florida's first constitutional convention, a monument to which stands near the main highway.

APALACHICOLA, renowned for its oyster and shrimp fisheries and canning factories, is located on Apalachicola Bay at the mouth of the mighty Apalachicola River. It is interesting to note that the rare "tumion-taxifolium," said to be the famous Biblical "Cedar of Lebanon," grows plentifully in this river valley.

In Apalachicola is a monument to Dr. Gorrie, inventor of artificial ice.

Between Apalachicola and Panama City the Gulf Coastal Highway is complete and a more beautiful roadway would be difficult to find.

CARRABELLE is another fishing town and bathing resort east of Apalachicola. In Wakulla County, south of Tallahassee, the state capital, is PANACEA, where excellent bathing and fishing are enjoyed. The WAKULLA SPRING, in Wakulla County, is one of the wonder springs of the state. It has a flow of 150,000 gallons per minute, and a glass-bottomed boat gives the tourist an opportunity to look into its cavernous depths. In 1930 the skeleton of a mammoth was found in this spring and the state geologist had it lifted out piece by piece. It now stands in the Geological Museum at Tallahassee. This section is a paradise of wild life. NEWPORT SPRINGS is in Wakulla County.

Driving east from Pensacola along the Spanish Trail, we pass through the county seat towns of MILTON and CRESTVIEW to DEFUNIAC SPRINGS. All these towns have good accommodations for travelers and DeFuniac Springs is the home of the second Chautauqua established in America. Thousands come here each year to the Chautauqua site upon the beautiful round lake, one mile in circumference, in the heart of the city.

BONIFAY and CHIPLEY are



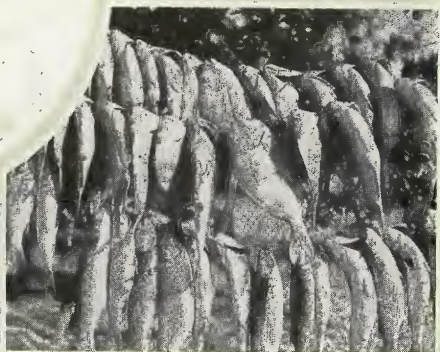
MONUMENT TO DR. GORRIE, INVENTOR OF
ARTIFICIAL ICE, AT APALACHICOLA



GOLF COURSE AT VALPARAISO



GULF COAST SPORT



A NICE CATCH



VICTORY BRIDGE OVER APALACHICOLA RIVER

county seats on the Spanish Trail east of DeFuniak Springs. Chipley is a noted poultry center, location of the national egg-laying contest. Fine natural scenery lies roundabout, especially the Fallen Water caves. There is a 9-hole golf course.

South of Route 1 are to be found BLOUNTSTOWN and WEWAHITCHKA, county towns in a fine region of game and fish. Near both is the famous "Dead Lake," where one may row about in deep water amid a standing forest of dead trees and catch fish in abundance. Big game is plentiful.

MARIANNA, on Route 1 and the Chipola River, is a pleasing town, with good hotels and a Civil War battlefield monument. Illustrations in this book reveal the hunting and fishing to be found here. Five miles from Marianna are extensive rock caves.

Passing through QUINCY, Sumatra tobacco center and pecan market, productive center for 80 per cent of America's fuller's earth, and a delightful old town, one comes to

TALLAHASSEE, the capital of Florida. Seated upon her hills, Tallahassee retains the old southern charm, both in appearance and in her people. The government buildings and state museum will interest the visitor. Here are located the Florida State College for Women and the Florida Agricultural and Mechanical College for Negroes. Tallahassee has been the capital of the territory and state since 1823. The tombs of Prince Murat, son of the King of Naples and nephew of Napoleon the Great, and his wife, a Virginia girl, are here.

On the St. Marks River in the southeast corner of Leon County is the battlefield of Natural Bridge. It was here that the cadets from Tallahassee withstood the Union Army attack and prevented the capture of the capital city—the only Southern capital east of the Mississippi that was not captured during the Civil War. A monument commemorating this battle has been erected here.

The St. Marks River is thought to have its source in Lake Miccosukee, as the lake's outlet disappears and rises again a short distance beyond. This running underground and rising again is what makes the "Natural Bridge" near which the battle above referred to was fought.

Numerous lakes and streams nearby furnish first-class fishing, while the forests yield abundant game. Good hotels and excellent recreational facilities add to Tallahassee's attractiveness.

East of Tallahassee, one passes through the agricultural centers, MONTICELLO and MADISON, before reaching the Suwannee River. These towns furnish good entertainment to transients.

PERRY, to the south on Route 19, leading to Tampa, is an industrial town surrounded by forest and streams. Nearby is the excellent tourist resort of HAMPTON SPRINGS.

The northwest section of Florida has been the part least known to visitors from other states, but more are coming each year and discovering the delights of this southland.



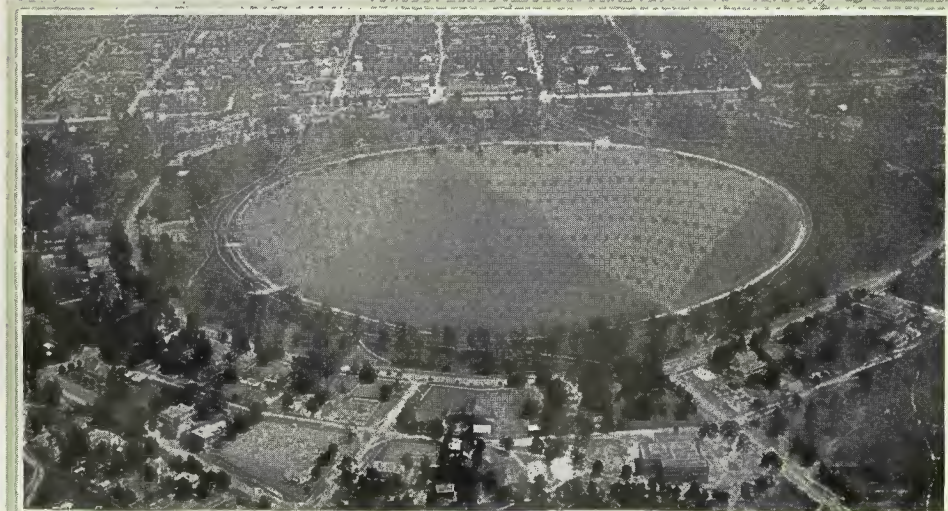
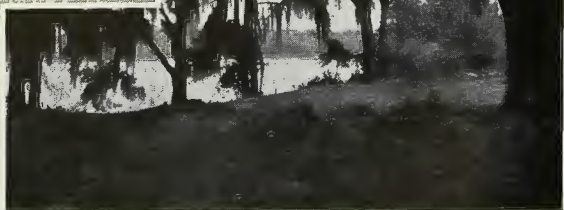
FAMOUS BLUE SPRINGS



WATER THRILLS IN
NORTHWEST FLORIDA



BASIN BAYOU,
DEFUNIAK SPRINGS



AIRPLANE VIEW OF DEFUNIAK SPRINGS



AMONG THE LILY PADS ON THE OCKLAWAHA RIVER

Sports

THE fact that out-of-door sports a-plenty may be had in Florida adds a new zest to enjoyment of the winter months. Outdoor games can be indulged in here at all seasons of the year, from bathing in the surf of warm southern seas to frolicking at dude ranches; all ball games, polo, bowling, volley ball, shuffleboard, jai alai, etc. Tournaments of national scope are held annually. Hunting wild game and fishing in both fresh and salt water furnish exhilarating sport to thousands. Migratory birds long ago set the example of changing habitation with the change of season. They make the waters of the state especially attractive to sportsmen during the open seasons.



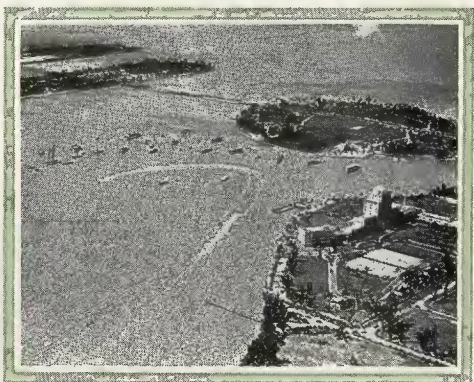
WINTER POLO GETS UNDER
WAY AT MIAMI



NOT BAD — EH ?



AQUAPLANING PROVIDES NEW
THRILLS AT MIAMI



BISCAYNE BAY, MIAMI



YEAR-ROUND BEACH SCENE AT MIAMI



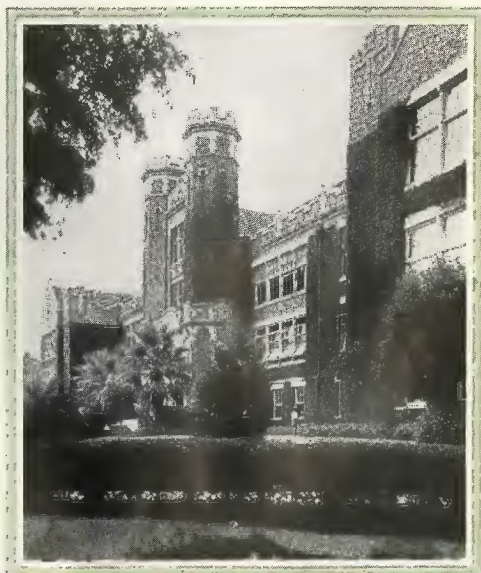
A PARK IN ORLANDO

A Place to Live

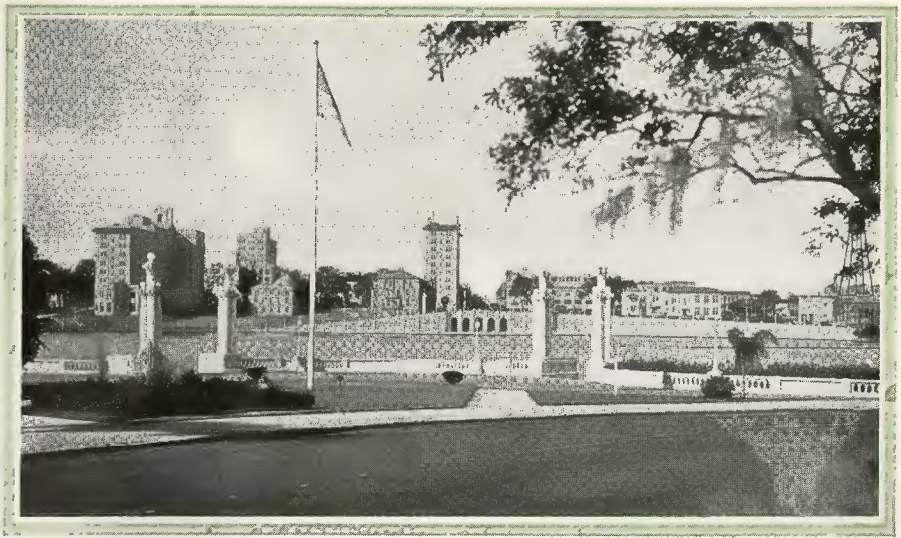
THAT Florida is a pleasant place in which to live, is shown by the hundreds of people from other states, with ample means and the world to choose from—who have built palatial homes in this state.

A roster of the "Captains of Industry" of this country, who have built homes in Florida, would show a remarkable percentage of the total. This is the most convincing testimony in behalf of Florida as a desirable place for a home. The home is the unit of civilization, when comfort and happiness abide in a nation's homes its future is safe.

Florida State Institutions of Higher Learning are the State University at Gainesville, the State College for Women at Tallahassee, the Agricultural and Mechanical College for Negroes at Talla-



ADMINISTRATION BUILDING, FLORIDA STATE COLLEGE FOR WOMEN, TALLAHASSEE

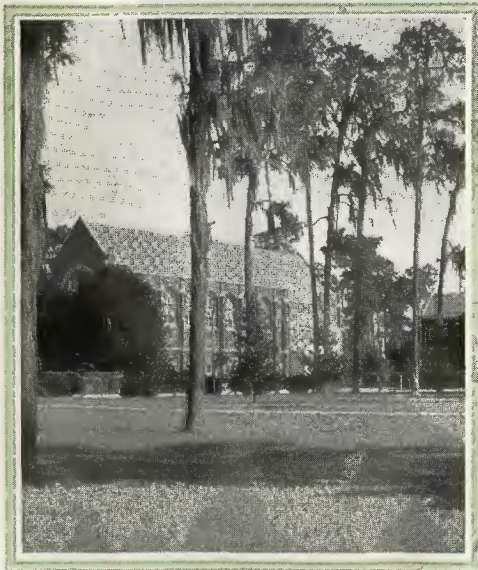


CIVIC CENTER AND LAKE MIRROR, LAKELAND

hassee and the School for the Deaf and the Blind at St. Augustine.

Independent schools throughout the State include John B. Stetson University at DeLand, Rollins College at Winter Park, Southern College at Lakeland, Miami University at Miami, Florida Military Academy at San Jose near South Jacksonville, Bob Jones College at Lynn Haven and others.

Florida has a splendid public school system, which is controlled through a State Board of Education consisting of the Governor, the Secretary of State, the Attorney General, the State Treasurer and the Superintendent of Public Instruction. The qualifications required of teachers are high. Schools are standardized when they meet the requirements of the State Board of Education.



ON THE CAMPUS OF THE UNIVERSITY OF FLORIDA, GAINESVILLE

Florida's faith in herself is exemplified in the extensive construction of hard-surfaced highways of which there are 8,631 miles.

Florida has many splendid airports which are recognized by the Aeronautic Branch of the U. S. Department of Commerce.



CRYSTAL PARK, LAKE WALES

Conclusion

WE have conducted you on the magic carpet of imagination, aided by these pictures, through our wonderful and beautiful state.

Many who read have already seen part or all of the places and things we have tried to picture, and they will realize what an impossible task it is to fully describe them. We have tried to cover as briefly and completely as possible the most outstanding features of this sunshine-land in the hope that those who read will come and journey along our railways, highways, bays and rivers and secure for themselves the pleasures that may be had here. There is such variety of environment throughout the state that some section and community is sure to be just what you are seeking for a vacation spot or for a permanent home.

We cordially invite and urge you to visit our state at any season of the year. You will find our summers delightful as well as our winters.

